

**Last Received:** 10/23/2012 10:53 PM

**Showing Buylines:** All Lines

|                   |                           |
|-------------------|---------------------------|
| <b>Station</b>    | WOOD-TV GRAND RAPIDS, MI. |
| <b>Advertiser</b> | ( ) .AMASH FOR CONGRESS   |
| <b>Product</b>    | JUSTIN AMASH FOR          |
| <b>Estimate#</b>  |                           |
| <b>Buyer</b>      | NEIL WILLIAMS             |
| <b>Phone#</b>     |                           |
| <b>Fax#</b>       |                           |

**Agency** ( ) STRATEGIC MEDIA SVCS  
3299 K STREET NW SUITE #200  
WASHINGTON, DC 20007

**Agency C/P1/P2/E**

**Flight Dates** 10/24/2012 - 10/30/2012**Hiatus Weeks**

**Rep Firm**  
**Sales Office** ( ) PHILADELPHIA  
**Salesperson** ( ) IAN AMBRON

Salesperson Phone# 215-567-6005

**Salesperson FAX#** 215-525-9757

--- CONTRACT COMMENT ---

$$SC = *$$

| LT  | Ln  | Day                        | Time   | Program | Len  | Rate     | Dates       | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|----------------------------|--------|---------|------|----------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | -----                      | -----  | -----   | ---- | -----    | -----       | -----      | -----      | -----       | -----      | -----   |
|     | 1   | TH                         | 6A-7A  |         | :30  | \$650.00 | 10/25-10/25 | 1          | 1          | 1           | \$650.00   |         |
|     |     | Buyline Comment: 6A NEWS   |        |         |      |          |             |            |            |             |            |         |
|     | 2   | M                          | 6A-7A  |         | :30  | \$650.00 | 10/29-10/29 | 1          | 1          | 1           | \$650.00   |         |
|     |     | Buyline Comment: 6A NEWS   |        |         |      |          |             |            |            |             |            |         |
|     | 3   | W-F                        | 7A-9A  |         | :30  | \$650.00 | 10/24-10/26 | 3          | 1          | 3           | \$1,950.00 |         |
|     |     | Buyline Comment: TODAY     |        |         |      |          |             |            |            |             |            |         |
|     | 4   | M-TU                       | 7A-9A  |         | :30  | \$650.00 | 10/29-10/30 | 2          | 1          | 2           | \$1,300.00 |         |
|     |     | Buyline Comment: TODAY     |        |         |      |          |             |            |            |             |            |         |
|     | 5   | W-F                        | 9A-10A |         | :30  | \$300.00 | 10/24-10/26 | 3          | 1          | 3           | \$900.00   |         |
|     |     | Buyline Comment: TODAY 2   |        |         |      |          |             |            |            |             |            |         |
|     | 6   | M-TU                       | 9A-10A |         | :30  | \$300.00 | 10/29-10/30 | 2          | 1          | 2           | \$600.00   |         |
|     |     | Buyline Comment: TODAY 2   |        |         |      |          |             |            |            |             |            |         |
|     | 7   | W,F                        | 12P-1P |         | :30  | \$450.00 | 10/24-10/26 | 2          | 1          | 2           | \$900.00   |         |
|     |     | Buyline Comment: NOON NEWS |        |         |      |          |             |            |            |             |            |         |
|     | 8   | M-TU                       | 12P-1P |         | :30  | \$450.00 | 10/29-10/30 | 2          | 1          | 2           | \$900.00   |         |
|     |     | Buyline Comment: NOON NEWS |        |         |      |          |             |            |            |             |            |         |
|     | 9   | TH                         | 3P-4P  |         | :30  | \$125.00 | 10/25-10/25 | 1          | 1          | 1           | \$125.00   |         |
|     |     | Buyline Comment: DR OZ     |        |         |      |          |             |            |            |             |            |         |
|     | 10  | TU                         | 3P-4P  |         | :30  | \$125.00 | 10/30-10/30 | 1          | 1          | 1           | \$125.00   |         |
|     |     | Buyline Comment: DR OZ     |        |         |      |          |             |            |            |             |            |         |

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0/23/2012 10:53 PM

**Salesperson FAX#** 215-525-9757

| LT  | Ln  | Day                          | Time      | Program | Len  | Rate       | Dates       | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|------------------------------|-----------|---------|------|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | -----                        | -----     | -----   | ---- | -----      | -----       | -----      | -----      | -----       | -----      | -----   |
|     | 11  | W,F                          | 5P-530P   |         | :30  | \$675.00   | 10/24-10/26 | 2          | 1          | 2           | \$1,350.00 |         |
|     |     | Buyline Comment: 5P NEWS     |           |         |      |            |             |            |            |             |            |         |
|     | 12  | M-TU                         | 5P-530P   |         | :30  | \$675.00   | 10/29-10/30 | 2          | 1          | 2           | \$1,350.00 |         |
|     |     | Buyline Comment: 5P NEWS     |           |         |      |            |             |            |            |             |            |         |
|     | 13  | TH-F                         | 530P-6P   |         | :30  | \$1,150.00 | 10/25-10/26 | 2          | 1          | 2           | \$2,300.00 |         |
|     |     | Buyline Comment: 530P NEWS   |           |         |      |            |             |            |            |             |            |         |
|     | 14  | TU                           | 530P-6P   |         | :30  | \$1,150.00 | 10/30-10/30 | 1          | 1          | 1           | \$1,150.00 |         |
|     |     | Buyline Comment: 530P NEWS   |           |         |      |            |             |            |            |             |            |         |
|     | 15  | W-F                          | 6P-630P   |         | :30  | \$1,125.00 | 10/24-10/26 | 3          | 1          | 3           | \$3,375.00 |         |
|     |     | Buyline Comment: 6P NEWS     |           |         |      |            |             |            |            |             |            |         |
|     | 16  | M-TU                         | 6P-630P   |         | :30  | \$1,125.00 | 10/29-10/30 | 2          | 1          | 2           | \$2,250.00 |         |
|     |     | Buyline Comment: 6P NEWS     |           |         |      |            |             |            |            |             |            |         |
|     | 17  | F                            | 7P-730P   |         | :30  | \$450.00   | 10/26-10/26 | 0          | 0          | 0           | \$0.00     |         |
|     |     | Buyline Comment: INSIDE EDIT |           |         |      |            |             |            |            |             |            |         |
|     | 18  | W,F                          | 11P-1135P |         | :30  | \$1,450.00 | 10/24-10/26 | 2          | 1          | 2           | \$2,900.00 |         |
|     |     | Buyline Comment: LATE NEWS   |           |         |      |            |             |            |            |             |            |         |
|     | 19  | M-TU                         | 11P-1135P |         | :30  | \$1,450.00 | 10/29-10/30 | 2          | 1          | 2           | \$2,900.00 |         |
|     |     | Buyline Comment: LATE NEWS   |           |         |      |            |             |            |            |             |            |         |
|     | 20  | SA                           | 7A-8A     |         | :30  | \$275.00   | 10/27-10/27 | 1          | 1          | 1           | \$275.00   |         |
|     |     | Buyline Comment: DAYBREAK    |           |         |      |            |             |            |            |             |            |         |
|     | 21  | SU                           | 8A-9A     |         | :30  | \$600.00   | 10/28-10/28 | 1          | 1          | 1           | \$600.00   |         |
|     |     | Buyline Comment: SUN TODAY   |           |         |      |            |             |            |            |             |            |         |

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| --- | --- | ----- | -----                         | -----   | ---- | -----    | -----       | -----      | ----       | -----       | -----      | -----   |
|     | 22  | SU    | 1130P-12A                     |         | :30  | \$500.00 | 10/28-10/28 | 1          | 1          | 1           | \$500.00   |         |
|     |     |       | Buyline Comment: LATE NEWS    |         |      |          |             |            |            |             |            |         |
|     | 23  | SA    | 9P-10P                        |         | :30  | \$450.00 | 10/27-10/27 | 1          | 1          | 1           | \$450.00   |         |
|     |     |       | Buyline Comment: CHICAGO FORE |         |      |          |             |            |            |             |            |         |

---REPORT TOTALS---

Report Totals: 38 / \$27,500.00

---SALES MONTHLY TOTALS---

Oct 12: 23 / \$16,275.00

Nov 12: 15 / \$11,225.00

Sales Totals: 38 / \$27,500.00

Station Totals: 38 / \$27,500.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

|               |          |      |    |      |      |      |    |      |    |      |    |
|---------------|----------|------|----|------|------|------|----|------|----|------|----|
| Market Totals | \$27,500 | CATV | 0% | WOOD | 100% | WOTV | 0% | WWMT | 0% | WXMI | 0% |
|               |          | WXSP | 0% | WZPX | 0%   | WZZM | 0% |      |    |      |    |

Books null

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE